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THE WHITE HOUSE
WASHINGTONCONFIDENTIAL

January 28, 1983

MEMORANDUM FOR SPG PRINCIPALS

SUBJECT: SPG Meeting, January 26, 1983 (U)

The President is particularly interested in the development of NSDD 77 on Public Diplomacy. He views this as an essential initiative both to communicate our own ideas and values more effectively and thus establish a basis for broader support of policy but also as a key mechanism to provide international support for the values which guide us as a society. We will do this by assisting in the development of the infrastructure of democracy on an international basis and by enhancing our overall communication capabilities. (C)

We have initiated several steps during the past two years and particularly since the President's Westminster speech. The new organizational form provides us a strengthened management tool to speed up a coordinated and diversified implementation of this program. I request that the four key committees proceed immediately with the development of the organizational structure necessary to carry out the missions defined in the NSDD. At the next Special Planning Group (SPG) meeting on February 2 at 5:00 p.m. I would expect each Committee chairman to submit a series of goals and objectives and a schedule of activity for their committee to the SPG. I would also like to discuss organizational makeup. (C)

As I suggested at the first SPG meeting, I would request that the committees focus their activity on two levels: immediate foreign policy issues and longer-term questions involving planning and development. I am particularly concerned with the public diplomacy issues of European Security and Central America, but I think we should also be looking at ways to counter Soviet propaganda, including reducing their effectiveness in jamming. At another level, I am interested in the committees' efforts to focus on functional groups involved in the democracy process, such as labor and private enterprise, to see how we can strengthen openly such key elements of any free society. (C)

NSC review completed.


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I will look forward to further discussion concerning Congressional strategy for this program. The concerned agencies should coordinate their thoughts on this issue in advance of our next meeting and present a comprehensive plan. At the same time, we will need to review the manner in which we deal with public requests for information about the overall program. I would expect the Public Affairs Committee to make proposals concerning the public treatment. (C)

In summary, we are off to a good start. We must maintain the momentum. We must insure that sufficient manpower and financial resources are devoted to these tasks so that we can genuinely make breakthroughs. In the funding area, we will proceed on a separate track to seek to generate private support for the democracy initiatives urged by the President. (C)


William P. Clark

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Distribution:

The Secretary of State
The Secretary of Defense
Administrator, Agency for International Development
Director, US Information Agency
Assistant to the President for Communications

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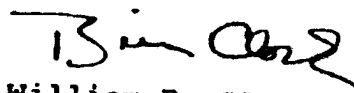
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The Secretary of State
The Secretary of Defense
Administrator, Agency for International Development
Director, US Information Agency
Assistant to the President for Communications

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THE WHITE HOUSE
WASHINGTON

January 24, 1983

Dear Bill,

I am forwarding to you the memo
I have sent to the Special Planning
Group principals. I would like to
invite you to attend the meeting
on January 26.

Bill

CC SA/IA Hansen